

# Practical Steps for Adapting “Personalized Cognitive Counseling” (PCC) for New Audiences

## WEBINAR PREREQUISITES

Before starting this webinar:

- Complete the PCC Training of Counselors
- Be familiar with Personalized Cognitive Counseling (PCC)
- Have the PCC Questionnaire in hand



# Practical Steps for Adapting Personalized Cognitive Counseling (PCC) for New Audiences

**Presenter:**

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# Webinar Agenda

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- Introduction
- Training Objectives
- Overview of PCC and Core Elements
- Adaptation and Relevance to PCC
- Key Tasks for Adapting the PCC Questionnaire
- In Summary: Key Take Home Messages
- How to Get Technical Assistance Support
- Special Acknowledgements

# Presenter...



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# Webinar Objectives

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This webinar will enable participants to:

- Define adaptation for PCC
- Identify and apply key practical steps for adapting the **PCC Questionnaire** for new target audiences
- Identify sources for additional capacity building and technical assistance support



# What is PCC?

Individual (**Personalized!**), Single-Session  
Counseling Intervention ...

- Designed to reduce unprotected anal intercourse
- MSM repeat HIV testers
- Focuses on individual justifications that “allow” unsafe sex
- 30 – 60 minute intervention
- Conducted as a component of CTRS

# PCC Components

- Reduce unsafe sex by confronting an individual's personal justifications for engaging in unsafe sex
- Uses the PCC Questionnaire to help identify justifications associated with engaging in HIV transmission behavior
- Website:  
<http://www.effectiveinterventions.org/en/HighImpactPrevention/Interventions/PCC.aspx>

# Cognitive Self– Justifications

(decisions, cognitive rationalizations, excuses,  
“accounts,” cognitive “distortions”)

Thoughts, attitudes, beliefs that “allow” people to  
make a decision to engage in risky sex, in  
contradiction to other knowledge and beliefs they  
have that support avoiding risk

# Justification Examples

- “This guy doesn’t seem to be on the scene much (he told me he doesn’t get around much/I’ve never seen him before/he told me he hates the scene, etc.), so he’s probably not infected.”
- “The two of us have f\*\*\*\*d without a condom before, not so long ago, so there is no point in stopping now.

# Role of PCC Questionnaire in PCC Intervention

Client completion of the PCC questionnaire:

- Shows the client some common examples of justifications
- Helps the client along the path to identifying their own personal justifications by viewing those of others.
- Helps neutralize potential stigma of behavioral justifications through recognition that others self-justify and rationalize behavior thereby “making room” for the client to identify their own, individual and actual justifications
- Clients own, actual personal, cognitive justifications are essentially identified during the “taking of the story” of the recent memorable unsafe episode,” not via the questionnaire.

# Core Elements of PCC

- Provide one-on-one counseling focusing on a recent memorable high risk sexual encounter.
- Uses staff trained in HIV counseling and testing and PCC.
- **Uses PCC Questionnaire to identify self-justifications used by clients.**
- Identifies specific self-justifications, used in making decisions to engage in high-risk behaviors.
- Explores the circumstances and context for the risk episode in detail.
- Clarifies how the circumstances and self-justifications are linked to high-risk behavior.
- Guides the clients to re-examine thinking that led to decision to have high-risk sex and identify ways they might think differently.



# What Is Adaptation?

The process of selecting, adjusting, and applying an intervention to a particular context, while adhering to the original model.

Source: <http://www.effectiveinterventions.org/Libraries/General Docs/CS218684 CDC Adapt Guide v1.sflb.ashx>

# Why Adapt the PCC Questionnaire?

- Allows a better fit with the needs of the target population (*justifications are culturally specific*)
- Facilitates targeted and precise interventions by service providers

# Adapting the PCC Questionnaire

# Example...

## Adaptation of the PCC Questionnaire for Working With Trans Women:

University of California San Francisco

Center of Excellence for Transgender Health (CoE) and Center for AIDS Prevention Studies (CAPS)

- Website: :

[http://www.effectiveinterventions.org/Libraries/PCC\\_Docs/CoE\\_PCCAdaptation\\_3R.sflb.ashx](http://www.effectiveinterventions.org/Libraries/PCC_Docs/CoE_PCCAdaptation_3R.sflb.ashx)



# A Sample Adapted Question: Working With Trans Women

Example of an adapted justification for Trans Women:

Original Q.5) I didn't want to f\*\*\* without a condom but I was too embarrassed to tell him.

**Adapted Q.5)** I didn't want to have sex without a condom but I was too embarrassed to tell him that I'm transgender (and/or about my genitals).



# Tasks and Steps for Adapting the PCC Questionnaire

Knight, Kelly R, et al, A Roadmap for Adapting an Evidence-Based HIV Prevention Intervention: Personal Cognitive Counseling (PCC) for Episodic Substance-Using Men Who Have Sex with Men, Society for Prevention Research, 2003.



# Key Tasks for Adapting PCC

**Task 1:**  
Determine the Need to  
Adapt the PCC Questionnaire

**Task 2:**  
Modify the questionnaire for the  
intended “new” target audience

**Task 3:**  
Pilot the Questionnaire

**Task 4:**  
Make the final changes to the  
questionnaire based on the pilot findings

**Task 5:**  
Implement the intervention, Use the questionnaire

**Task 6:**  
Evaluate the adapted intervention

# Task 1: Determine the Need to Adapt the PCC Questionnaire

## Key Steps:

- A. Determine which HIV transmission behavior will be targeted for the new population
- B. Analyze/examine the PCC questionnaire fit to the “new” target population
- C. Discuss with an expert panel, an advisory board or key informants to confirm need to adapt

# Task 1: Determine the Need

## Case Example

- **Population:** Heterosexual males who only have sex with women
- Original PCC statement reads: "This guy looks so healthy that he possibly can't be infected"
- **Possible adaptations:**
  - "This woman looks so healthy that she possibly can't be infected."
  - "This girl looks so healthy that she possibly can't be infected."

# Task 2: Modify the questionnaire for the intended target audience

## Key Steps:

- A. Collect information from **key informants**
- B. Make the necessary changes to the questionnaire according to the new identified self-justifications. This may include:
  - Retaining questions as on the original
  - Modifying existing questions
  - Deleting and replacing existing questions
  - Do not add to the overall total number of questions
- C. Examine these possible changes with your advisory board/key informants for logic and “face validity”

# Task 3: Pilot the Questionnaire

## Key Steps:

- A. Administer the questionnaire to at least three persons from your new target audience for flow and sense
- B. Conduct an in-depth interview with each person previously selected to complete the PCC questionnaire to assess flow, sense, and reliability.

# Task 4: Make the final changes to the questionnaire based on the pilot findings

## Key Steps:

- A. Include, modify, add or delete items as per any new information obtained through the interview of participants
- B. Share/Discuss changes with your organization's advisory board to finalize and for approval

# Task 5: Implement the Intervention, Use the Questionnaire

## Key Steps:

- A. Implement the intervention using the adapted questionnaire
- B. Conduct ongoing evaluations/interviews with counselors to get feedback
- C. Use ongoing Clinical Supervision
- D. If immediate changes are needed, proceed with those changes and validate them with the organization's advisory board

# Task 6: Evaluate the Adapted Intervention

## Key Steps:

- A. Identify indicators that validate the purpose of the questionnaire
- B. Involve Clinical Supervision
- C. Conduct ongoing process and possibly outcome monitoring

# In Summary: Key Steps

**Task 1:**  
Determine the Need to  
Adapt the PCC Questionnaire

**Task 2:**  
Modify the questionnaire for the  
intended target audience

**Task 3:**  
Pre-test the Questionnaire

**Task 4:**  
Make the final changes to the  
questionnaire based on the pre-test findings

**Task 5:**  
Implement the intervention, Use the questionnaire.

**Task 6:**  
Evaluate the adapted intervention

# REMEMBER....

- PCC Questionnaire: A critical component of PCC
- Use of the PCC Questionnaire is one of the intervention's Core Elements
- Pilot test questionnaire changes with the new target population
- Conduct process monitoring and evaluation

# Resources and How To Get Help



# How to Get CBA/TA Support

- Support is available via CDC's network of CBA Providers across the U.S.
- Offered to CBOs, Health Departments, Communities and other key audiences
- Free and Ongoing
- Can be requested by CDC's directly and indirectly funded CBOs implementing PCC

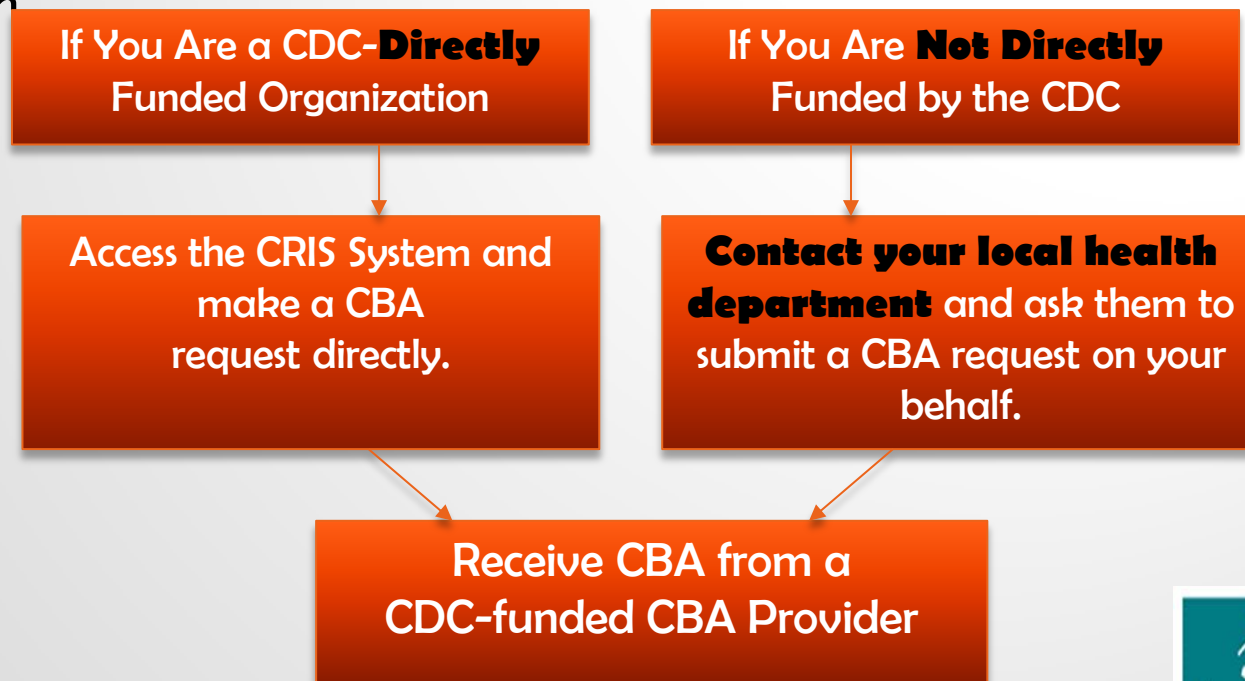
*Capacity Building Assistance Support Website*

<http://www.cdc.gov/hiv/topics/cba/index.htm>



# How to Make a CBA Request

- Step 1:** Consult with your Project Officer (PO) on the need to adapt the PCC questionnaire before submitting a CBA request
- Step 2:** Identify the specific type(s) of CBA your CBO needs
- Step 3:** Submit your request for CBA to the CDC using the CRIS system



# Resources for Future Reference

## PCC Materials and Info – CDC Resource

<http://www.effectiveinterventions.org/en/HighImpactPrevention/Interventions/PCC.aspx>

## Adapting an Intervention or Public Health Strategy

<http://www.ncbi.nlm.nih.gov/pubmed/16987089/>

<http://library.capacity4health.org/category/topics/evidence-based-interventions-ebis-and-public-health-strategies-phss/adapting-ebis-an>

[www.effectiveinterventions.org/Libraries/...Adapt\\_Guide\\_v1.sflb.ashx](http://www.effectiveinterventions.org/Libraries/...Adapt_Guide_v1.sflb.ashx)

Knight, Kelly R, et al, A Roadmap for Adapting an Evidence-Based HIV Prevention Intervention: Personal Cognitive Counseling (PCC) for Episodic Substance-Using Men Who Have Sex with Men, Society for Prevention Research, 2003.



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# THANK YOU!

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